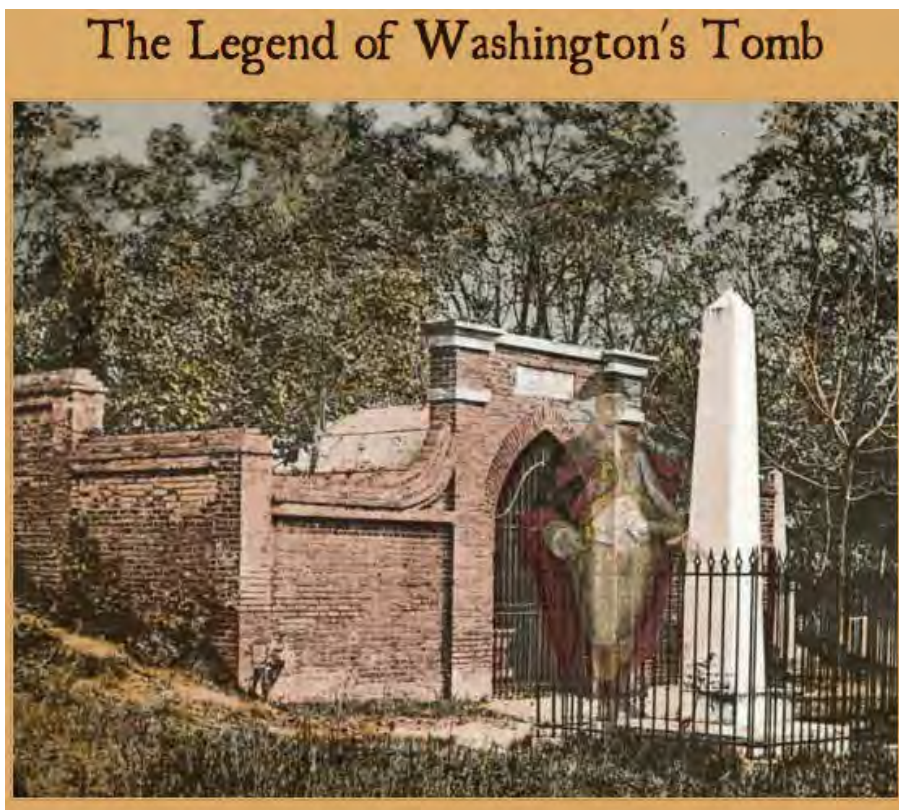


A February Concept by Member Henry Clark

The magic lantern was the granddaddy of the twentieth-century slide projector (a device now almost as obsolete as the magic lantern) and used hand-painted glass slides to achieve its effects. Traditionally, two magic lanterns were used in such shows, so that the image from one slide could be superimposed over the image from another, thereby creating an illusion of motion - many years before the invention of true cinema.

See a sample on Henry's blog, in the form of two antique glass slides combined in a looping GIF image.



It is said that on midnight every February 11, the anniversary of George Washington's birth (if you're using the Julian calendar, as what John Lennon fan doesn't?) the ghost of George Washington emerges from his tomb, looks around, sees his shadow, runs back in the tomb, and we have another six weeks of winter.

<http://www.indorsia.com/blog/category/magic-lantern>

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Slide Inquiries

From Eric Stott

Here are a few inquiries to begin with.
1. a lovely slide called "The Morning Kiss"- it is part of a dissolving set- does anyone have the other slide?



I'm guessing it will be "The Evening Prayer."
2. Four children in a bed- label says only DISSOLVING- would the other slide show them sleeping?



The new Facebook page is working very well now & has already gotten some notice- I hope that all society members with Facebook accounts will give it a look and publicize it.

Eric Stott
estott@localnet.com

3. Scene in an eastern city- possibly Jerusalem- can anyone identify it?

Gazette Contributions Needed!



If you are doing some magic lantern research, please consider submitting an article. If you have interesting stories to tell about finding magic lanterns in antique shops, consider writing them up. Long or short articles that enhance our understanding of magic lanterns are welcome. Profusely illustrated pieces are especially desirable.

Kentwood D. Wells

Editor, The Magic Lantern Gazette

kentwood.wells@uconn.edu



Antique Photo and Postcard Show March 15

From Tom Rall



The combined 32nd annual D.C. Antique Photo and Postcard Shows will be held 8:30 AM to 4 PM, Sunday, March 15, 2015, at the Holiday Inn Rosslyn, Arlington, VA.

SUNDAY 15 MARCH, 2015
PUBLIC ADMISSION : \$10 / 10AM - 4PM
PREVIEW ADMISSION : \$25 / 8:30AM
FREE PARKING

<http://antiquephotoshow.com/>

Society member Pat Kulaga, a major ebay seller of lantern slides as PKGeneralStore, is taking a table at the show!

From the Web Site Contact Page

Lantern Shows in Fraternal Lodges

From: Gordon Cooper
nwlora@gmail.com
Subject: Lantern Shows in Fraternal Lodges

I found your organization through the Puget Sound Camera Show website, and thought that I'd mention lantern slide shows were an integral part of Odd Fellows, Rebekah and Masonic lodge initiations from the 1880's through the first few years of the 21st century, at least in Washington State.

Art Craig, an Odd Fellow, used the old lanterns and slides during initiations. Sadly, with his passing any interest in preserving these materials and this tradition passed out of Odd Fellowship. I had a chance to examine some of the slides held by our lodge (Bremerton Friendship #145) before these materials were packed and shipped to our museum. The slides were in perfect condition, still brightly colored, and impressive as both works of art and instructional materials for Lodge ritual.

Thank you for helping to preserve the traditions and tools of the Phantasmagoria in America.

Response About Slide

From Bob Hall for Curtis Hagen

My best guess is Cleveland, Oklahoma, which was known as "The City of Oil."
Bob Hall

Thank you Bob!

Strange you say that- I just bought a slide named "Cleveland Oklahoma Oil City" it arrived yesterday but because its some type of fisheye view I am not able to use it for photography.

I will compare them today and see if they are similar

Thank you again!

Curtis Hagen

Roughneck City LLC

(888) 641-0217

(580) 526-3953

curtis@classicoilfieldphotography.com



To eBay or “Not to” eBay

by Bob and Sue Hall



Part 1. Introduction

When we began collecting magic lanterns and slides we were on the young side of middle age. Now we are OLD! In the throes of collecting we never gave a thought that we would not collect forever, nor to what would become of our collection if we did decide to dispose of it. Maybe we thought we would live forever, but alas, that is probably not meant to be.

After we retired from real jobs in 1996 we realized that Sue was flunking retirement. We had always collected antiques and so we decided to start selling at antique shows. We mainly handled “smalls” and collectible “paper.” In no way did we envision that this would include selling any of our collections at some time in the future. However, about five years into

it we started thinking about downsizing and moving into a smaller home someday.

We started small with items that were not terribly important to us by that time—View Masters and Tru-vue viewers, reels, and films, and related

items. Next went the Stanhopes. Then we started thinking about our slides. By that time we had over 40,000. We had viewed and filed every one of them. But some really didn't interest us much. So soon boxes of slides priced anywhere from \$2 each to \$20 each began to appear on our show tables. People were curious, amazed, and intrigued, and they bought.

Then we started in on the lanterns. As with the slides our children told us what they wanted to keep and then, before we quit doing shows in 2010 we had sold all our post card projectors and a great number of both large and small lanterns.

To digress, in 1998 we sold our first item on eBay, a lantern slide, for \$1,427.00, but that's another story. However, that got us started on eBay in a small way. It took us three hours to list that first item! There were no tutorials, no eBay “Help”, and only about 125,000 items TOTAL listed on the eBay site.

Luckily we had friends who had started on eBay six months before, almost at the inception of eBay, and they came to the house and helped us. The second item only took forty-five minutes. By now we have improved on that time considerably but it still takes longer than you might think if you do it the way we do. There are corners we could cut but choose not to. We have seen our daughter put on an item in about five minutes. This includes snapping a couple of pictures, listing her item with a brief description, and uploading it to eBay. We put considerably more effort into it than that and aside from mild OCD we think it helps sell our items.

Next issue:

Part 2 Our Love/Hate Relationship with eBay



Who Endorsed What?

By Terry Borton

Last Month's question was: Any rifle company could tout its rifle by photographing any explorer on horseback, rifle in hand. But how would you set your rifle company apart, especially if you were the Daisy Company, selling BB guns? Whose image would you use, in what setting?

Chautauqua lecturer William Beebe was head of the New York Zoological Society. He began his career studying birds, but then switched to oceanography,

The Daisy Air Rifle Goes on a Strange Adventure

TO EVERY corner of the earth the Daisy Air Rifle has found its way, winning a place in the affections of boys of every country—even in far-away China and India. But never before has the Daisy found active use at the bottom of the sea. William Beebe, the famous explorer, had a Daisy built specially to use on his scientific expedition to the coral reefs of Haiti, where he stalked strange marine life along the floor of the sea, shooting small harpoons at tropical fish and capturing many rare specimens. Of course, it shot stronger than the regular Daisy that is made for boys, but your Daisy will shoot just as straight.

Mr. Beebe was so enthusiastic over this experience that he has written the message shown opposite. Read his letter. You will agree with him that target practice with a Daisy Air Rifle develops your ability to think quickly and act quickly because there is nothing that needs faster action than your finger on the trigger—with your eye along the rifle sight.

William Beebe is a master of rifles and guns. He takes them on his expeditions—which you have read about in his thrilling books on Galapagos, Jungle Days, The Antarctic Adventure, Pleasant Journeys, Research Tropic Seas, etc. He is Director of the Department of Research, New York Zoological Society, and holder of the Eliot Medal. His long experience with rifles, as naturalist and explorer, especially fits Mr. Beebe as judge of the value of target shooting.

William Beebe joins a long list of prominent explorers, athletes and trained rifle shooters who have sent you this message. Take their advice—practice shooting at a target with a Daisy Air Rifle—probably the rifle your Dad started with—and learn to shoot straight. The Daisy has been the standard for 40 years, improved with every modern refinement.

Ask your dealer to show you the Daisy Pump Gun, designed after the high-powered magazine rifles used by explorers and big game hunters, with the same fine knock and "snappy" bang. Safe and accurate, with true gun-like qualities. Shoots 10 rounds without reloading. \$5 at all dealers. Other Daisy Air Rifles, \$1 to \$7.

BOYS!
Get Your FREE Copy of the Daisy Manual

Go to your nearest hardware or sporting goods dealer and ask him for a free copy of the Daisy Manual—a book written just for boys.

DAISY MANUFACTURING COMPANY
Plymouth, Michigan, U.S.A.

Pacific Coast Branch:
J. H. & Robert Co., Mgrs.,
117 Market Street
San Francisco, California

Southern Representatives:
Lester Williams & Co.,
111 Exchange Bldg.
Nashville, Tennessee

DAISY AIR RIFLES

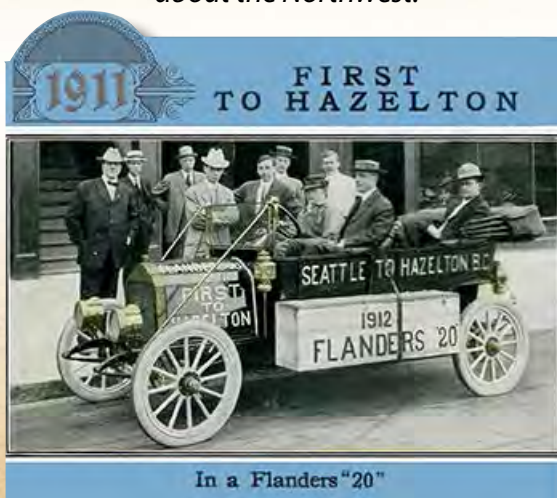
where he set the records for a half-mile descent under the ocean. His lectures, with their photographs of outlandish under-sea creatures, were extremely popular. "The Daisy Air Rifle may be considered a beginner's weapon, but after using elephant guns and high-powered small bore rifles for distant shooting, I have come back to the Daisy Air Rifle for propelling a wire harpoon a few feet through the water in shooting rare fish as I walk about on coral reefs fathoms deep beneath tropical seas." You'll have to admit, it's a pretty arresting image!

Email: TBorton@MagicLanternShows.com

Member Activity

**Feb 6 and 7th
Omak and Oroville Washington**

Larry Cederblom will be presenting an introduction to lanterns, slides, information about the Magic Lantern Society and a story about the Northwest.



A story with Oroville as one of the locations and images that were lantern slides used to promote good roads. The story of the Flanders 20 and A Pathfinding Expedition to Hazelton, BC

From the Web Site Contact Page

Glass Slides J.Levy & Cie

From: Hal King

hek2000@att.net

We acquired a collection of almost 300 glass slides. Most are from J.Levy & Cie., Suc.rs de Ferrier & Soulier, of Europe and the middle east, landscapes, cities, no portraits few people. From similar slides I have found on the internet the images appear similar to other French images from the 1840/50's. I've started to do some basic research to determine what preservation steps might be called for, any historical significance and whether they have value other than as collectibles.

If you have any suggestions where to start or of any reference materials/books that might help I would appreciate the assistance.

**David Evans
Secretary/Treasurer**

Dear Mr King

Thank you for your enquiry regarding J Levy slides. I hope the attached may be of some help. The company made almost exclusively topographical images, many of fine quality. They were usually in the 4"x 3.25" so-called American format, though that size was also popular in Continental Europe. Though your images may date back to the late 1850s, the slides themselves would have been produced after Léon's name was dropped from the company name about 1873, and most probably around 1880-1890. Unless they cover some

unusual scenes they are probably more valuable as historical collectibles than as a monetary investment.

If you have queries regarding any particular images, our Society publishes a monthly E-Publication in which a few of them could be placed in case any members have more specific information.

Jules Levy & Cie

In the 1850s the photographer Claude-Marie Ferrier (1811-89) worked for Jules Duboscq producing stereoscopic glass images and photographic lantern slides, particularly topographical and travel images. Around 1857-59 he set up on his own in partnership with his son Jacques-Alexandre Ferrier and Charles Soulier. In 1864 the firm of Léon and Levy acquired Soulier's interest in the company, and also the Ferriers' part in 1867, and Léon's name was dropped from the company name in about 1873.

The Levy Company's stock of images went back to 1859 and covered the world. By 1873 their vast catalogue made them one of the world's largest publishers of images in the late 19th Century. Their trading title was 'J Levy & Cie., Sucrs de Ferrier P F (i.e. Père & Fils) & Soulier, Paris'. The slides were distributed in USA by the Benerman & Wilson Lantern Slide Company and from 1898 in Britain by Joseph Levi & Co of London.

The curious and UNUSUAL

**Your Chance to Share That
Unique Item!**

Please share anything you
might have about lanterns,
slides, shows or showmen
that could be
Curious and Unusual.

Please share any information
or item you have about this
subject. Send to
LARRY

**A User of the Stereopticon as early as 1891
From Reel and Slide 1918**

REEL and SLIDE

This Firm Uses 100,000 Lantern Slides

By E. P. Corbett
(Of the National Cash Register Company)

ONE hundred thousand lantern slides, on salesmanship, industry and general education, used by one firm in the United States! That is the record of the National Cash Register Company. When John H. Patterson became president of the National Cash Register Company, he started to educate his employees. His theory of education was "teaching through the eye," and he made an especial hobby of his stereopticon collection. The collection was begun in 1891, and he has never lost interest in it. It now contains over 100,000 slides, covering a broad range of subjects, such as landscape gardening, boys' gardens, industrial and health activities, welfare and improvement work, travel, advertising, and a multitude of others.

Employ Ten People

It is, perhaps, the best and most complete non-professional library in the world, and the slides are loaned to churches, schools, colleges, civic and commercial organizations, and individuals who will make general and good use of them. The company owns also 65 stereopticon machines, and these and sets of the slides are in constant use in all parts of the country. An astonishing number of requests for the equipment are received and filled.



Over a hundred thousand lantern slides are cataloged in the slide department of the National Cash Register Co.

The big N. C. R. Slide Department employs an average of 10 persons, all skilled in this work. They perform all of the operations required in the making of the slide. The original photographs are taken by the N. C. R. Photograph Department, and the Slide Department prepares the negative, makes the slide, colors, and finishes it. The biggest job that the Slide Department ever accomplished was the preparation of the slides for Mr. Patterson's "Wake Up, America!" war lecture. Seven complete sets of the lecture, 700 slides to each set, were made.

Each and every one of the slides for this lecture is a separate masterpiece of workmanship. It was a special order, and particular pains were taken to make the work perfect. The slides are for the most part reproductions of official war photographs and cartoons. Almost all of them are exclusive.

First To Recognize Slides

Discussing the use of the moving picture at the N. C. R. factory, in a recent issue of REEL AND SLIDE, we said that John H. Patterson was "probably the first business man to give the movies a fair opportunity to prove their educational worth." He was also the first to apply the stereopticon to business requirements. He believes that it is worth while for an employer to go to any trouble and expense in the training of employees, and he first used the stereopticon machinery upon a screen to illustrate the points he wanted to bring out to his employees. He has continued to improve this department, always keeping it abreast or a little in advance of the times. Most of the agencies of the N. C. R., which are located in every town and city of importance in the world, have complete equipment.

Are 'magic lantern' slides valuable?

BY HELAINE FENDELMAN AND JOE ROSSON
04/24/2014 5:12 PM | Updated: 04/24/2014 5:13 PM

**BY HELAINE FENDELMAN AND
JOE ROSSON**
04/24/2014 5:12 PM



'Magic lantern': Glass plates were used for educational purposes and entertainment.

Q: We are wondering about this box of about 50 glass slides with pictures from all over the United States. Everything from Niagara Falls to old railroad cars. They were distributed by the Keystone View Company in Meadville, Pa. Think they may be of interest to a library or college? Any help would be great.

A: The Keystone View Company was started in Meadville, Pa., in 1892 by B.L. Singley, who was a native Pennsylvanian born in Union Township in 1864. Singley came to Meadville in 1886 to attend Allegheny College's Preparatory Department and stayed there until 1889 when he married Meadville resident, Anna Caraway.

Read more here: <http://www.miamiherald.com/living/home-garden/article1963363.html#storylink=cpy>

Magic Lantern Show: Colour



This blog is my take on how the Wychwood Barns relates to Toronto one hundred years ago

By Teresa Casas

Posted on September 5, 2014

In the 1920's after a decade and a half behind the lens as a photojournalist, William James Sr. was ready to take on a more public role. He had accumulated thousands of negatives chronicling the life of Toronto, it was time to emerge from the shadow of the news desk photography editors and use his visual archives to present his own take on what he had witnessed.

The City of Toronto Archives holds 5,385 black and white and hand-coloured glass transparencies within the James Family Collection. This is the legacy of James' career as what was known, in the days before moving pictures, as a "lanternist," an individual with a mastery of lantern slide production, projection and presentation. Offering mind-broadening experiences that exposed those in the back waters of civilization to important events, faraway places and "wonders of the world" these itinerant show men were a feature of 19th c life. They were not the only purveyors of magic lantern shows. Trading on their verifiable emotional power, churches and missions used them to lure the masses to worship.



Making home plum pudding

Family Album

The biographical details behind William James photographs are broadly outlined in the archives' finding aid. Sadly, the original way the slides would have been identified in an illustrated show will never be fully known. Further, because their titles in the archives' database is a combination of staff guesswork along with the occasional label that may have survived, it is difficult to know precisely what information they were intended to convey.

What is clear however is that James liked to use his own family's pictures in his lectures. The James family story in set 23 was woven in to a larger discussion of the city, its neighbourhoods, families and traditions. These more intimate photographs have the warmth of soft colours or sepia shades.

*See site for more about Hand-Coloring
Lantern Slides and the collection*

<https://backtothepark.wordpress.com/2014/09/05/magic-lantern-show-colour/>

**Read before The National Academy
of Visual Instruction in Convention at
Lexington, Ky., April, 1922.*

A Loan Service in Lantern Slides'

Dr. Carlos E. Cummings

Director of' Visual Education, Buffalo Society of Natural Sciences

**From
Educational
Screen May
1922**

Learn About

- ***The Unique Service in 1922***
- ***The Large Volume of Slides in Use***
- ***50,000 Titles and About 500 Topics***
- ***Lanterns Loaned Also***
- ***Not Only For Schools and Teachers***

As far as we know, with the exception of state controlled service, the Buffalo Society of Natural Science was the first museum to institute a loan collection of lantern slides, basing its service on the accepted plan of a large public library. Other loan collections have been established to meet the specific demands of schools or technical organizations, but we have arranged our material and our system to include any one in the City of Buffalo who wishes to make a legitimate use of lantern slides.

The department deals exclusively in slides. The writer has been associated with moving picture projection for a good many years and is a licensed operator in the City of Buffalo. Such being the case, I feel that I am entitled to my opinion on this matter; in my own experience, the loaning of films has proven very unsatisfactory and was discontinued after a year's trial. I do not in any way wish to discourage or deprecate properly selected educational film shown to properly selected audiences in a properly equipped hall by a properly qualified operator, but in my opinion

the time is not yet ripe for loan service to be practical. To make clear my position, let me briefly explain one or two specific points which developed in my own experience.

Buffalo is a city of more than a half million population and the auditoriums equipped with proper booths and operators, outside of the paid moving picture houses, can almost be counted on the fingers of one hand. Under the State Law, standard film must be projected from a booth by an operator licensed by the Mayor. As all our material is loaned with the definite understanding that no charge can be made for admission, the theatres are eliminated. The ordinances of the City require that film shall be stored in a fire-proof vault, properly ventilated, subject to the inspection of the Fire Underwriters. In this connection, I simply mention the fact that I was assured by the representative of one of the big insurance companies that moving picture film "throws out a vapor that can be ignited by a man lighting his pipe in the open air, fifty feet away from the film." In the next place, while much is being done along the line of suitable films for educational purposes, there is still much to be done. Some of the so-called "educational films" are far from being educational. A very beautiful presentation of the life of the honey bee in which the statement is definitely made that, "the bee brings home the honey to the hive in pouches on its hind legs," was recently viewed by the writer, this picture having been released as an educational film by a prominent concern known all over the country as a producer of educational film. Frequently films properly titled are assembled with the titles misplaced, and such matter shown to a class causes a false impression which is much worse than no impression at all. The writer began giving lectures to

children in classes nearly twenty years ago, and even at the risk of sacrificing any reputation I may have along this line, I never-the-less make the statement that in my opinion, lantern slides, properly selected and properly explained by an expert teacher, can be used to a better advantage in routine educational work than the average moving picture film available today, with its manifold troubles with booth, operator and other legal restrictions and control.

Another innovation of the Department may be worthy of a few words. A lantern slide, of course, is of very little use without suitable apparatus for its projection. A few years ago in the days of the calcium and arc light, of which some of us have probably rather painful recollections of empty tanks and blown out fuses, the projection of a slide on the screen was a very serious matter, the equipment being heavy, cumbersome and requiring an expert to operate. The recent developments of the Tungsten lamps, however, have permitted the perfection of a projecting lantern to a point where there is no more cumbersome nor difficult to manipulate than an ordinary table lamp. To make possible the use of our material by private citizens, the Society purchased forty of the simple four hundred (400) watt projecting lanterns and these have been freely loaned to borrowers of slides who are not fortunate enough to possess machines of their own. There are many types of these portable projectors on the market, all of them satisfactory and equally useful. We have confined ourselves to a single type of lantern in order that spare parts may be interchangeable and as there

continued next page

A Loan Service in Lantern Slides Continued

is a first class projector made in Buffalo, we have felt that there was no reason why we should go out of town for our equipment. The writer admits that the idea of loaning a lantern, to be operated and handled by incompetent and unskilled individuals, appeared at first sight impracticable, but experience has shown us that this can be done and that the average borrower returns the lantern in good condition and appreciates the service. About the only thing breakable, except by gross carelessness, is the filament of the bulb and the average life of one of these bulbs under continuous circulation has been about six (6) months. As this is a perfectly legitimate wear and tear it would be obviously unfair to charge a burnt out bulb to the last user and the Society, therefore, has assumed the expense of replacement. Our most exasperating experience is caused by certain individuals whose curiosity compels them to take the projecting lens apart to see what is inside of it and invariably the parts are re-assembled in the wrong position, which necessitates some one in the Department taking time to re-assemble the system. Unfortunately the trouble is not always discovered until the next borrower is back with the lantern and reports that it "will not focus." We obviate this difficulty by inserting a small set screw in the flange so that the lenses cannot be taken apart.

The operating rules of the Circulating Department are brief and simple. At the start we loaned material to any adult who applied, but rapidly increasing business made it advisable to restrict this somewhat so that now we are confining our loans to members of the Society or any adult who may present a card signed by a member of the Society. No child is permitted to borrow slides without a card signed by a member of the Society. All material is loaned for a period of three (3) days, Sundays and holidays not included, after which a penalty of twenty-five cents

(\$.25) per set of slides and one dollar (\$1.00) for the lantern for each extra day is collected. The borrower agrees to return the manuscript lecture with the slides under a penalty of one dollar (\$1.00) a day for the delay. Slides must be borrowed and returned over the counter and the shipping of slides by the Department or the borrower is absolutely prohibited. Slides in sets must be returned in numerical order. No charge can be made for admission to the hall where slides are shown but a collection may be taken at a church where such collection is customary when slides are not shown. The borrower must make good all breakage before any further loans will be permitted.

The Department is operating without any deposit by the borrower. While this may seem rather generous, it is based on two fundamental principles. In the first place the Department has not as yet failed to receive back any material loaned. In the second place, a deposit system would necessitate the handling and accounting of a large sum of money which could only be taken care of by a responsible person who would give his entire time to this duty. As a deposit system would bring in no income, the salary- of such administrator would be a loss to the Society and it is, therefore, more economical to carry our own insurance, so to speak, as far as deposits are concerned. Where the breakages are discovered they are charged and always cheerfully paid for by the borrower, but our breakage including cover glass, does not amount to one-tenth of one per cent.

Our borrowers may be roughly classed under four heads. First, private citizens. Many of our friends are taking home lanterns and slides weekly for showing in their homes. During the winter they have Sunday afternoon lectures, for example, to which their own children invite the children of the neighbors and one of the youngsters reads the lecture while the others discuss the pictures. As the phonograph and the player piano occupy a legitimate place in making the home

attractive and bringing to the rising generation the talent and skill of the great artists of music, so may the projecting lantern occupy a legitimate place by the fireside, bringing home the faraway scenes of the world and the wonders of science. Second, organizations. There is a large demand from clubs and societies whose entertainment committees are often hard pressed for suitable attractions. In many cases some member of the club has traveled in foreign lands or is interested in some particular branch of science and by borrowing some of our pictures, is able to present his personal experience and observation in an attractive manner. Third, Schools and Teachers. This is a class so familiar to you all that it requires no explanation here. The Scout Masters find our material very useful in their work. Fourth, Churches. Several thousand carefully selected slides on religious subjects are on hand, and the churches are frequent and intelligent borrowers, some using our slides on religious subjects for purely devotional meetings, many of the churches borrowing weekly slides on travel, using them in Sunday evening service and during the week to encourage attendance.

A complete catalog, revised yearly is provided. New sets not included in the catalog, as acquired, are listed on a set of large cards suspended on the walls of the circulating room. Each set of slides going out is secured by card which is signed by the borrower. On this card is printed a space for card number and title, date borrowed, date due and date returned, above an agreement to suffer all penalties under our rules. These cards are then filed, according to the title of the sets, Monday's cards being filed under Wednesday, this being the date when a Monday's sets are returnable. As the sets are brought in, the corresponding card is

continued next page

A Loan Service in Lantern Slides Continued

taken from the file, checked and filled out with the return date whereupon it is placed in alphabetic "set returned" file. At the end of the month it is a simple matter to go through this file and prepare the monthly report. The cards indicate the times loaned for each particular set, and the number of times each has been used during the month entered in a total column. As soon as these entries have been made, which of course indicate the total circulation for the month with simple counting the card is then filed permanent under the name of the borrower. This makes it possible for the Counter Clerk to immediately produce for any borrower his cards indicating which sets he has already had, in case it made of interest to him to ascertain this act. The reports as turned over to the Board of Directors cover the number of borrowers, the number of slides and the number of lanterns circulated during each month. Each lantern is numbered and has lying in the compartment in the storage shelf a good sized card marked with the number of the lantern. As the lantern goes out the name of the borrower is placed on the card with the date and when the lantern is returned the date of return is checked off. This enables us to tell at a glance who has had any individual intern in case breakage is discovered due to any carelessness of the borrower. Our circulation totals since the department was organized, are as follows:

	Sets	Slides	Lanterns
Dec., 1919-May, 1920..	1,598	104,385	297
May, 1920-May, 1921..	6,252	399,272	716
May, 1921-Apr., 1922..	4,484	270,926	1,482

I have purposely neglected making any mention of our source of supply until this time as this is naturally the most important feature to be

considered. We expect to incorporate in our Fall Catalog about 50,000 titles and about 500 topics. The Society maintains a well equipped dark room and has available in private hands a tactically unlimited supply of negatives which can be borrowed for making slides. Most of our slides, nevertheless, are purchased. It is known that we are in the market for good tides and we are continually in receipt if communications from private individuals who have material for sale. Our system presents one great advantage. It has always been considered necessary to have on file a negative of each slide so that in case of breakage the slide could be replaced and the set kept intact. While not in any way criticizing or deprecating this system, it is obvious that there are certain disadvantages. In many instances it is impossible to secure negatives and the proper filing and classifying of thirty or forty thousand negatives in no simple task. We are not meeting nor pretending to meet any specific demand nor have we any set schedule or syllabus. If a set of slides become worn out or damaged to a point where it is no longer useful, such slides as remain are removed from circulation, placed in storage boxes and when such have accumulated, a new lecture is arranged with whatever new material may be available. Our borrowers represent every class and there is hardly a topic which will not be called for sooner or later. It is interesting to note that out of our entire topics catalogued, more than eighty per cent have been circulated in a single month and there is no set of slides on our shelves today which has not been borrowed.

Most of our sets are arranged in manuscript lectures and all of them are being prepared in this form as rapidly as possible. The slides are kept in uniform storage boxes holding about seventy-five (75) slides, each box being numbered to correspond with the call number in the catalog and each slide having the same number

on the thumb label. Where they are arranged in definite sets they are kept in a carrying case which is used for no other set. Each set is carefully placed in order and a diagonal line painted in gold paint across the ends of the slides making it possible to tell at a glance that each slide is in the set and that the set is in order, any misplaced or missing slide making a break in the line. When not in a permanent carrying case, the slides are taken from the storage cases and placed in a carrying case when called for. We also maintain a system of reservations in the event of anyone wishing slides on a definite date, and, endeavor to hold such reservations but do not guarantee them.

At the time of the opening of the Department the Director had in mind for subsequent development, a number of plans for advertising the service. In order to bring this innovation before the public it was assumed that it would be necessary to carry out a campaign of publicity, and such plan was contemplated. It was found, however, that there existed in the city a large and legitimate demand for a loan collection of this type and our problem rapidly became not one of creating this demand but of meeting it. Every borrower became an advertiser of the Society and the only specific advertising plan which was carried out was the insertion into each set, as loaned, of a slide stating that the slides being shown had been borrowed for the Society, and that anyone could borrow slides without cost, on application.

It must be remembered that on slides are not only used by outside parties, but that a large part of the educational work carried on by other departments

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A Big Thank You to the following:

**Gordon Cooper
Henry Clark
Terry Borton
Sarah Dellmann
David Evans
Bob and Sue Hall
Eric Stott
Tom Rall
Kentwood Wells**

for contributing to this months issue.

Now it's your turn to share!

Do you have a favorite site or a collection of images you would like to share with the rest of the society?
If your answer is yes! Send site information or your images to Larry and they will be shared in the next E-pub newsletter.

E-mail Larry

Welcome New Members

Phillip Roberts

12 Howard Street
York
YO10 4BQ
United Kingdom

pr696@york.ac.uk

PhD student with an interest in all kinds of lanterns and slides, but especially animated and 18th Century examples.

**From
the Secretary-Treasurer**

Alert!

This is also the time for membership renewals. Thank you so much to the members who have already sent in their fees for 2015! We shall be sending out renewal forms in due course, but if you are able to use this as a request, it would save the Society some funds which we could put to better use than postage! Payment may be made by US\$ check (to Magic Lantern Society of US & Canada) or by PayPal (US\$ funds please!) to:
secretary-treasurer@magiclanternsociety.org

Renewal fees are generally \$40, or \$25 if you are a student.

Thank you in anticipation.

David Evans
Secretary/Treasurer
Magic Lantern Society of USA & Canada
P O Box 3088
Revelstoke BC
V0E 2S0
Canada

Thank you!



A Loan Service in Lantern Slides Continued

of the Society itself made possible by this department. The Lecturer in the public school naturally makes a very considerable use of our facilities and many of the speakers employed by the Society who appear at our Tuesday Evening Community Lectures, which are carried on at a half score of centers in the city are presenting their subjects with the aid of slides taken from our department.

We feel that this department is accomplishing two results, one in its relation to the public, offering entertainment and instruction in a new manner; another, in its relation to the Society, and in this connection, the head of the Department is bold enough to make the statement that such a department properly equipped is one of the best advertising mediums which any institution of this type in the country can undertake, not only in attracting attention to the institution as such, but in the more specific fashion of bringing hundreds of visitors to the museum who come there primarily to borrow the slides but in the majority of cases remain to inspect the museum.
Buffalo, April, 1922.